

# 2025 Toyota Tacoma - Complete Customer Guide



## Engine Power Comparison: Why the New Turbo Engine is Superior

Many customers are concerned about the switch from the V6 to the turbocharged 4-cylinder engine. Here's why the new engine is actually more powerful:

Engine	Horsepower	Torque	Torque Advantage
Previous 3.5L V6 (2023)	278 hp	265 lb-ft	-
New 2.4L Turbo i-FORCE (2024)	278 hp	317 lb-ft	+52 lb-ft MORE
New 2.4L Turbo i-FORCE MAX Hybrid (2024)	326 hp	465 lb-ft	+200 lb-ft MORE

### Toyota's In-House Turbo Development: A Game-Changer

Unlike many manufacturers who outsource turbo technology, Toyota developed this turbo engine completely in-house at their technical centers in Japan and the United

**States. This ensures:**

- **Seamless Integration:** The turbo system is perfectly matched to Toyota's engine architecture
- **Toyota Quality Standards:** Every component meets Toyota's legendary reliability requirements
- **Long-Term Support:** Toyota controls the entire supply chain for parts and service
- **Advanced Materials:** Use of Toyota's proprietary heat-resistant alloys and coatings
- **Optimized Performance:** Turbo response tuned specifically for truck applications

**The result? A turbocharged engine that delivers Toyota's famous reliability while providing more power and better fuel economy than the previous V6.**

**Key Benefits of the New Turbo Engine:**

- More torque for better towing and acceleration
- Improved fuel economy
- Toyota's most reliable turbo engine since the legendary 2JZ
- Commercial-grade engine components for durability
- Earlier torque delivery at lower RPMs for better driving experience

## 2025 Toyota Tacoma Model Lineup

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### SR - Starting Point for Capability



**Engine:** i-FORCE 2.4L Turbocharged 4-Cylinder

**Power:** 228 hp @ 6,000 rpm, 243 lb-ft @ 1,700 rpm

**Fuel Economy:** 20 city / 26 highway (4x2), 19 city / 24 highway (4x4)

**Available Configurations:** XtraCab with 6-ft bed

**Key Features:**

- 8-inch multimedia touchscreen with wireless Apple CarPlay and Android Auto
- Toyota Safety Sense 3.0 (standard)
- Fabric-trimmed seats
- 16-inch steel wheels
- Rear-wheel drive standard, 4WD available

**Available Packages:**

- SR Upgrade Package: Blind Spot Monitor, rear parking sensors, deck rail system, Smart Key

**SR5 - Enhanced Comfort and Convenience**



**Engine:** i-FORCE 2.4L Turbocharged 4-Cylinder

**Power:** 278 hp @ 6,000 rpm, 317 lb-ft @ 1,700 rpm (Auto) / 270 hp @ 5,400 rpm, 310 lb-ft @ 1,700 rpm (Manual)

**Fuel Economy:** 21 city / 26 highway (4x2), 19 city / 24 highway (4x4)



**Available Configurations:** XtraCab with 6-ft bed

**Key Features:**

- 17-inch alloy wheels
- Smart Key System with push-button start
- Dual-zone automatic climate control
- Power-adjustable driver's seat
- Available 6-speed Intelligent Manual Transmission

**Available Packages:**

- SR5 Upgrade Package: Heated seats, JBL premium audio, parking sensors, Smart Key
- Cold Weather Package: Heated front seats, heated exterior mirrors

All of the Tacoma models can be customized. We frequently accessorize the SR5 model to show customers how it can look very different with a wheel and tire package!



**TRD PreRunner - Off-Road Style, On-Road Comfort**



**Engine:** i-FORCE 2.4L Turbocharged 4-Cylinder

**Power:** 278 hp @ 6,000 rpm, 317 lb-ft @ 1,700 rpm

**Fuel Economy:** 20 city / 24 highway

**Available Configurations:** XtraCab or Double Cab with 5-ft or 6-ft bed

**Key Features:**

- Lifted suspension for improved ground clearance
- 32-inch BFGoodrich All-Terrain tires
- 17-inch TRD alloy wheels
- Locking rear differential
- TRD-tuned suspension
- Hood scoop and TRD exterior styling

**Available Packages:**

- PreRunner Upgrade Package: Blind Spot Monitor, rear parking sensors, Smart Key

**TRD Sport - Performance and Style**



**Engine Options:**

- i-FORCE 2.4L Turbocharged 4-Cylinder: 278 hp @ 6,000 rpm, 317 lb-ft @ 1,700 rpm
- i-FORCE MAX 2.4L Turbocharged Hybrid: 326 hp @ 6,000 rpm, 465 lb-ft @ 1,700 rpm

**Fuel Economy:** 20 city / 24 highway (4x2), 19 city / 23 highway (4x4) | Hybrid: 22 city / 24 highway (projected)

**Available Configurations:** Double Cab with 5-ft or 6-ft bed

**Key Features:**

- 18-inch machined alloy wheels
- Hood scoop and sport-tuned suspension
- Multi-link rear suspension
- Fabric seats with SofTex available
- TRD sport-tuned exhaust

**Available Packages:**

- TRD Sport Premium Package: SofTex seats, power/ventilated front seats, JBL 10-speaker audio, moonroof, 14-inch display, parking assist

**TRD Off-Road - Trail-Ready Adventure**

**Engine Options:**

- i-FORCE 2.4L Turbocharged 4-Cylinder: 278 hp @ 6,000 rpm, 317 lb-ft @ 1,700 rpm
- i-FORCE MAX 2.4L Turbocharged Hybrid: 326 hp @ 6,000 rpm, 465 lb-ft @ 1,700 rpm

**Fuel Economy:** 19 city / 23 highway (4x4) | Hybrid: 22 city / 24 highway (projected)

**Available Configurations:** Double Cab with 5-ft or 6-ft bed

**Key Features:**

- 17-inch or 18-inch TRD alloy wheels
- Bilstein shock absorbers
- Black overfenders and composite skid plate
- Electronically locking rear differential
- Multi-Terrain Monitor (available)
- Stabilizer Disconnect Mechanism (available)

**Available Packages:**

- TRD Off-Road Premium Package: SofTex seats, power/ventilated front seats, JBL 10-speaker audio, moonroof, 14-inch display, Multi-Terrain Monitor

**Limited - Luxury and Capability**



**Engine Options:**

- i-FORCE 2.4L Turbocharged 4-Cylinder: 278 hp @ 6,000 rpm, 317 lb-ft @ 1,700 rpm
- i-FORCE MAX 2.4L Turbocharged Hybrid: 326 hp @ 6,000 rpm, 465 lb-ft @ 1,700 rpm

**Fuel Economy:** 20 city / 23 highway (4x4) | Hybrid: 23 city / 24 highway (projected)

**Available Configurations:** Double Cab with 5-ft or 6-ft bed

**Key Features:**

- 18-inch chrome alloy wheels
- Leather-trimmed interior
- Digital instrument cluster
- Head-Up Display
- JBL premium audio system (10 speakers)
- Panoramic monitor system
- Adaptive Variable Suspension

**Available Packages:**

- Limited Premium Package: Power/ventilated front seats, moonroof, 14-inch display, parking assist, digital rearview mirror





**Engine:** i-FORCE MAX 2.4L Turbocharged Hybrid

**Power:** 323 hp @ 6,000 rpm, 465 lb-ft @ 1,700 rpm

**Fuel Economy:** 22 city / 24 highway (projected)

**Available Configurations:** Double Cab with 5-ft or 6-ft bed

**Key Features:**

- Old Man Emu suspension system
- 33-inch Goodyear Territory R/T tires
- Steel front and rear bumpers
- Comprehensive underbody protection
- ARB utility bar system
- Multi-use onboard air compressor
- Bed-mounted air compressor

**Standard Adventure Features:**

- All Trailhunter features are standard - no packages needed
- Up to 2400-watt onboard AC inverter
- Enhanced off-road capability

**TRD Pro - Ultimate Off-Road Performance**



**Engine:** i-FORCE MAX 2.4L Turbocharged Hybrid

**Power:** 326 hp @ 6,000 rpm, 465 lb-ft @ 1,700 rpm

**Fuel Economy:** 22 city / 24 highway (projected)

**Available Configurations:** Double Cab with 5-ft bed

**Key Features:**

- TRD-tuned FOX QS3 shock absorbers
- Forged aluminum control arms
- IsoDynamic Performance seats
- 33-inch all-terrain tires
- Aluminum skid plate protection
- Heritage TRD Pro grille
- JBL 10-speaker premium audio system
- Head-Up Display

**TRD Pro Exclusive Features:**

- All TRD Pro features are standard
- Exclusive Terra color option
- Up to 2400-watt onboard AC inverter
- Maximum off-road capability

## Toyota Safety Sense 3.0 - Standard on All Models

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The 2024 Toyota Tacoma comes standard with Toyota Safety Sense 3.0, the most advanced safety technology in its class:

### Core Safety Features (Standard):

- **Pre-Collision System with Pedestrian Detection:** Helps prevent accidents with vehicles, cyclists, and pedestrians
- **Dynamic Radar Cruise Control:** Maintains safe following distance on highways
- **Lane Departure Alert with Steering Assist:** Keeps you centered in your lane
- **Lane Tracing Assist:** Provides steering assistance on highways
- **Road Sign Assist:** Displays road signs on your dashboard
- **Automatic High Beams:** Automatically switches between high and low beams
- **Proactive Driving Assist:** Provides gentle steering and braking assistance

### Additional Safety Features (varies by trim):

- Blind Spot Monitor with Rear Cross-Traffic Alert
- Front and Rear Parking Assist with Automatic Braking
- Digital Rearview Mirror
- Multi-Terrain Monitor
- Trailer-Aware Safety Systems

### Safety Ratings:

- **IIHS Top Safety Pick (2024)**
- **NHTSA 4-Star Overall Safety Rating**
- Most standard driver assistance technology in its class

## Customer Needs Assessment - Find Your Perfect Tacoma

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**The 80/20 Principle: How will you use your truck 80% of the time?**

### 1. Primary Use Assessment

What will you primarily use your Tacoma for?



- ☐ Daily commuting and errands
- ☐ Weekend recreation and light off-roading
- ☐ Work truck with regular hauling needs
- ☐ Serious off-road adventures
- ☐ Towing boats, trailers, or RVs

## 2. Bed Length Requirements

Do you need a 6-foot bed for your work or hauling needs?

- ☐ Yes, I regularly haul 4x8 sheets or long materials
- ☐ No, a 5-foot bed is sufficient for my needs
- ☐ Unsure - need guidance on bed length

## 3. Comfort and Convenience Features

Which features are most important to you?

- ☐ Heated seats
- ☐ Heated and ventilated seats
- ☐ Moonroof/sunroof
- ☐ JBL premium audio system
- ☐ Leather seating
- ☐ 14-inch touchscreen display
- ☐ Wireless charging pad
- ☐ Dual-zone climate control

## 4. Towing and Hauling Needs

What are your towing requirements?

- ☐ No towing needed
- ☐ Light towing (under 3,000 lbs) - boat, small trailer
- ☐ Medium towing (3,000-6,000 lbs) - large boat, RV
- ☐ Maximum towing capacity needed
- ☐ Regular heavy hauling in the bed

## 5. Off-Road Capability

How important is off-road performance?

- ☐ Not important - mostly on-road driving
- ☐ Occasional light off-roading (gravel roads, camping)
- ☐ Regular off-road adventures
- ☐ Serious rock crawling and extreme off-roading
- ☐ Professional/commercial off-road use

## 6. Fuel Economy vs. Power

Which is more important to you?

- ☐ Maximum fuel economy
- ☐ Balance of power and efficiency
- ☐ Maximum power and torque
- ☐ Hybrid technology for both power and efficiency

## 7. Budget Considerations

What's your budget range?

- ☐ Most affordable option with essential features
- ☐ Mid-range with some comfort features
- ☐ Higher-end with premium features
- ☐ Top-tier with all available features

## 8. Must-Have vs. Nice-to-Have

Help us distinguish between your needs and wants:

### Must-Have Features:

- ☐ 4WD capability
- ☐ Specific cab/bed configuration
- ☐ Towing package
- ☐ Advanced safety features
- ☐ Manual transmission

**Nice-to-Have Features:**

- ☐ Premium audio system
- ☐ Heated/cooled seats
- ☐ Moonroof
- ☐ Advanced technology features
- ☐ Specific wheel/tire packages

**Based on your responses, I'll recommend the perfect Tacoma model and package combination that fits your actual needs and budget. Remember, the best truck is the one that serves your daily requirements 80% of the time while still being capable for those special 20% adventures!**

**Ready to Find Your Perfect Tacoma?**

Contact me today to schedule a test drive and discuss which Tacoma model is right for you!

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